

As Info...

ROM Briefs 4/26/95

For: *AVP/RM/RBM/ROM/CAM/RNM*

FSC-67-A

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- Co-Marketing WINSTON Cup Racing Tire Ashtrays
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→ **Co-Marketing WINSTON Cup Racing Tire Ashtrays.....**Recently you received a request (FSC Letter 57-A dated 4/12/95) to send in a forecast sheet for your WINSTON Cup Racing Tire Ashtray needs for 4th Quarter.

There have been many questions concerning this letter and, hopefully, this letter will make things more clear:

- 1) Send the completed forecast form to J. E. Powers (fax number 910-741-2300) by May 15. *This is a forecast only — not an order.*
- 2) This information will be used to *pre-order* this item for 4th Quarter usage since it has a longer lead time.
- 3) The orders will still need to be placed into the system by the ROM's by the August 15 deadline showing what stores/SKU's should be shipped for 4th Quarter placement (see order schedule in Co-Marketing Book).
- 4) Estimated cost:
 - \$83 per SKU, promotional packed (20 per SKU)
 - \$89 per SKU, bulk packed (36 per SKU)

Thank you for your cooperation in supplying this information for our production of the Tire Ashtray.

Program Contact: Jim Powers, extension #2195

→ **AAFES DORAL/MONARCH Promotional Allowance.....**Effective April 24, 1995, an off-invoice promotional allowance of \$1.10 per carton on all Dorals and \$.20 per carton on all Monarch will be paid to AAFES

Following are the New Cost and Sell Prices for AAFES stores and effective dates:

	<u>Cost</u>	<u>Date</u>	<u>New Sell</u>	<u>Date</u>
Carton:	\$5.85	24 April 1995	\$8.50	02 May 1995
Pack:	.5850	24 April 1995	\$1.00	02 May 1995

Should you have any questions, please contact Greg Brown, 303-799-0037.

(NOTE: This information was sent to all military sales personnel.)

→ **Incorrect Carton Code Dates.....**According to information we received from Quality Assurance, there is a limited amount of carton product in distribution which has been incorrectly code dated. This occurred in the December 1994 and January 1995 production of specific brands.

As information (no action required), the following brand styles were incorrectly coded:

<u>Brand Style</u>	<u>Carton Code Problem</u>	<u>Production</u>
Century 100	A2, A5 on same carton	1/95
Monarch 100	A4 on carton	1/95
Salem Lts 100		
Custom Case	L5 on carton	1/95
Winston Lts Box	L5 on carton	1/95
Winston Sel 85	A4 on carton	12/94
Winston Select		
Lts 100	A4 on carton	1/95

Contact: John Olenick, Ext. 6112

→ **RJR Nabisco First Quarter Results.....**The Company has announced first quarter results. The announcement can be seen in RJR Publications via RJR News, dated April 25, 1995. This announcement can be printed, if you wish, and sent to all full-time personnel.

Contact: John Olenick, Ext. 6112

R. J. REYNOLDS TOBACCO COMPANY

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